







CONFERENCE-AT-A-GLANCE

Monday, July 10		8-8:30 a.m.	Board Training Registration George Washington Hotel Lobby		
8:30-3 p.m.			Building an Exceptional Nonprofit Board of Directors Grand Ballroom		
		2-5 p.m.	General Registration George Washington Hotel Lobby		
3-5 p.m.			Historic Preservation Walking Tour Garden Room	Smart Design Walking Tour Grand Ballroom	Shenandoah Discovery Museum Tour Lord Fairfax Room
6-7 p.m.			Welcome to Winchester Opening Reception Piccadilly's Public House and Restaurant, 125 East Piccadilly Street		
Tuesday, July 11		7:45-8:15 a.m.	Continental Breakfast Martha Room		
8:30-9:30 a.m.			Welcome and Keynote Speaker Kennedy Smith Grand Ballroom		
9:30-10:15 a.m.			Plenary One: Trends Influencing Commercial District Revitalization Grand Ballroom		
10:30-11:30 a.m.			Plenary Two: Building Entrepreneurial Economies Innovation Panel Grand Ballroom		
11:30 a.m.-1 p.m.			Lunch and Shopping on the Town		

Concurrent Sessions

	Main Street Toolkit - Transformation Strategies Garden Room	Main Street Essentials - Economic Vitality Grand Ballroom	Main Street Essentials - Design Lord Fairfax Room
1-1:45 p.m.	Transformation Strategies 101	Nuts and Bolts of Economic Vitality in the Refresh Era	Design 101
1:50-2:50 p.m.	Identifying Transformation Strategies: Market Analysis and Community Engagement	Incentives and Tools to Target and Attract Businesses Downtown	Tools for Quality Downtown Design
3-3:30 p.m.	DIY Market Analysis	Think Like an Economic Developer	Winchester Public Improvements and Functional Design
3:35-4:20 p.m.	Measuring Main Street Program Impact	Buzzworthy: Entrepreneurial Ecosystems	Low-cost, High-impact: What's Your Curb Appeal?
4:30-5:00 p.m.	Shifting, Sharpening, & Showcasing: Main Street Lexington's Move to Transformation Strategies	Inspiring Attendees with Real Life Examples of Entrepreneurial Ecosystems	Small Communities Making BIG Visual Impacts
6:30-8:00 p.m.		Casual Dinner and Tour Bright Box Theater, 15 North Loudoun Street	

CONFERENCE-AT-A-GLANCE

Wednesday, July 12



8-9 a.m.

Continental Breakfast
Martha Room

9-10:00 a.m.



Virginia Main Street Merit Awards
Grand Ballroom

10-10:45 a.m.

Plenary Three: Economic Developers and Community Leaders
Grand Ballroom

Concurrent Sessions

	Main Street Toolkit - Transformation Strategies Garden Room	Main Street Essentials - Economic Vitality Grand Ballroom	Main Street Essentials - Design Lord Fairfax Room
11 a.m.-noon	Creative Community Engagement	Community Business Launch	Walking Workshop: Photographing Your Downtown
Noon-1:00 p.m.	 Lunch and Hu Terra Presentation Grand Ballroom		
1-2:30 p.m.	Walking Workshop: Opportunity Analysis	21st Century Retailing!	Crafting a Brand with Personality and Life
2:40-3:30 p.m.	Closing Plenary Grand Ballroom		